

cc: RBM  
ROM

c/m: 4-21-95

FSC-60-A	4/13/95	TO: ROM
SUBJECT: Winston Select FF 100 Box Distributor Program		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> CAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP

(Please disseminate to appropriate personnel, including SAMs & SCAMs.)

Suggestions were made at last week's distributor meetings to align our Select FF 100 Box distributor brand geographically by state versus by region. This suggestion was aimed at better aligning the Program with our Direct Accounts' needs and their customer base.

This rationale makes sense and we have adjusted the program availability based on state guidelines rather than region boundaries. States and corresponding regions participating are as follows:

<u>Identified States</u>	<u>Region(s)</u>
Texas	Oklahoma City Houston Dallas
Louisiana	Houston Dallas
Colorado	Denver
Arizona	Denver
Idaho	Denver
Utah	Seattle
Washington	Denver
Oregon	Seattle
California	N. California S. California
Florida	S. Florida Atlanta Birmingham
New York Metro/Long Island only	NY Metro Hartford
New Jersey	NY Metro Philadelphia
Virginia	Washington DC Winston-Salem
District of Columbia	Washington DC
Maryland	Washington DC

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**Additional Information**

- Pages one, two and four in your "Partners" Fact Book under the "Winston Select FF 100 Bx Plan" tab have been revised to reflect these changes. Please replace these pages in your Fact Book.
- Suggested allocations are being recalculated and will be sent via mail as soon as available (approximately 4/18/95)
- 40¢ Promotional product budgets are being recalculated as well. Suggested promotional allocations per account and region dollar totals will be smaller since the same promotional budget will be allocated to more accounts.
- This Program should be sold to our distributors within the approved states for shipment to customers within that state only. Direct Accounts should not sell this brand to customers outside the approved states at this time due to manufacturing capacity limitations.

If you have questions, contact W. J. Duffy, Ext. 5776.

R. J. REYNOLDS TOBACCO COMPANY

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